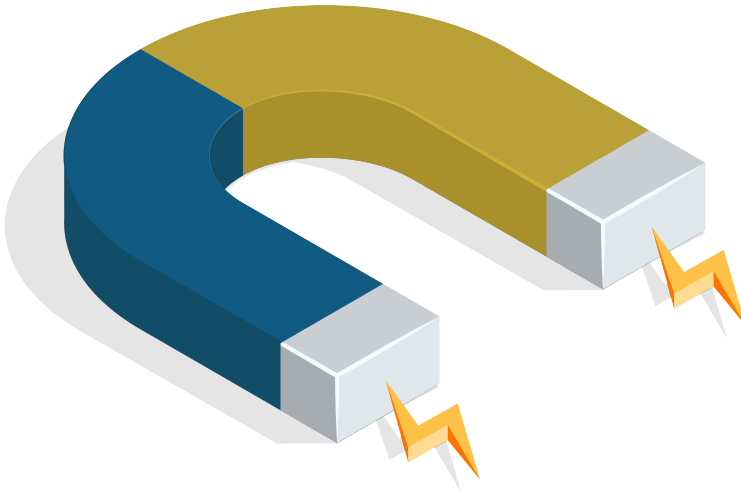


BRAND FUNDAMENTALS

**THE POWER
OF BRANDING**

**“The primary function of brands
is to reduce our anxiety in
making choices. The more we
sense we know about a product,
the less anxious we feel”**

Nicholas Ind

**Notes:**

7 Provens Returns From a Well Developed Brand

1 Attract Better Customers

During the research phase of developing your brand strategy you will identify exactly which types of customers align with your brand's products or services. When you have a clearly defined target demographic you can effectively create messaging to the right customers.

Plus, those customers are more likely to become loyal brand advocates who will convince their friends and family to buy from your brand.

2 Command a Premium Price

People are willing to pay more for a brand they suspect to be better and more valuable than the competition.

By differentiating, branding gives your brand the power to position its worth above the competition. Therefore you can command a higher price and increase revenue.

3 Close More Sales

A well defined and positioned brand is easier to sell, because most of the hard work has already been done for your sales and marketing teams. Branding gives your team members the tools they need to confidently speak your brand's message, and close more sales.

The quality and superiority of the products or services will have already been articulated through your brand strategy.

Reduce Marketing Costs

A cohesive, and well-articulated brand increases the efficiency and effectiveness of all your marketing initiatives.

When your brand has a well defined and specific audience, it is much easier to develop highly relevant marketing campaigns, and target your most engaged customers.

Plus when you create a brand strategy, you will develop language and visual identity guidelines that can quickly and easily be integrated in all marketing efforts.

5 Increase the Value of The Brand

The perception of your brand is based upon the value that you provide. If the customers value your brand, and are willing to pay more for it, you can increase the value of your brand.

The perception of your brand is based upon the behavior of the customers. If the customers value your brand, and are willing to pay a premium price for the products or services, that will ultimately increase the value of the brand itself.

Therefore, when it comes time to sell your company, it's the valuable brand asset that will determine its worth.

6 Solidify Brand Authority

Once you've defined your brand purpose, you can precisely identify the optimal

Once you've defined your brand purpose and targeted your ideal audience, you can precisely identify the optimal niche within the marketplace, and differentiate your brand from the competition. Brand authority enables your brand to become the industry leader, and beat out the competition.

7 Attract Top Talent

A rebrand not only attracts quality employees. People

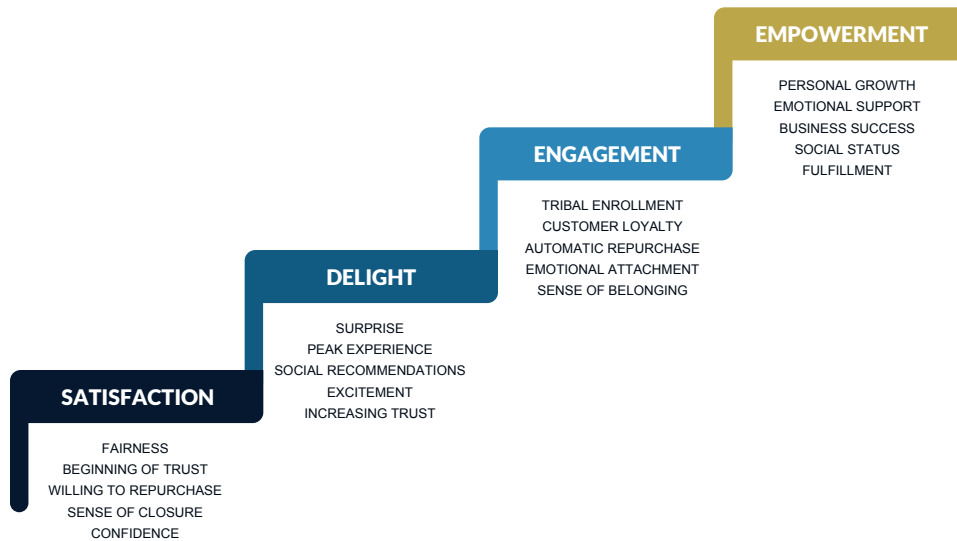
A rebrand not only attracts better customers, but also gets the attention of quality employees. People want to work for brands that stand for something or have similar values.

When your brand is authentic to its purpose, and you are able to articulate your goals, it will be much easier to recruit and retain top talent.

Notes:

BRAND COMMITMENT LADDER

Use the scale below to measure the progress of your brand from the perspective of the customer. The goal is to get as many customers as possible to the top of the ladder.



Notes:



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Let's Optimize and Accelerate Your Brand Growth Together!

To take your brand to the next level, I invite you to book a Brand Growth Strategy Call with me.

What to Expect:

Comprehensive Brand Evaluation:

I'll assess your current brand and business strategy.

Tailored Solutions:

Discover how a Brand Audit can benefit, optimize, and accelerate your business growth.

Expert Guidance:

Receive personalized advice and actionable steps to enhance your brand's performance.



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